

I claim:

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1. A method for refining the calculation of relevance of a resource on an internet, based on a query for relevant resources, through the use of user ratings, comprising the steps of:

implementing a particular user query

calculating the relevancy of a resource based on a the particular query,;

rating, by multiple users, said calculation of relevancy of the resource;

collecting said ratings from said multiple users; and

incorporating said collected ratings into calculation of relevancy of the resource

so that said traditional calculation methods are refined and more accurate.

2. The method of claim 1, further comprising the steps of:

creating multiple profiles per user and incorporating said multiple profiles per user into said calculation of relevancy of the resource.

3. The method of claim 1,

the step of calculating the relevancy of a resource further comprises the steps of providing an internet search engine to the multiple users, with said search engine performing said calculating of relevancy, said calculating based on traditional methods;

formulating, through the use of said search engine calculated relevancy, a query result list of proposed resources to visit in response to the particular query;

the step of rating the relevancy of a resource further comprises

supplying said query result list to the multiple users;

prompting each of the multiple users to visit resources on said query result list and rate the resources visited in response to the particular query;

the step of collecting said ratings further comprises

gathering a set of evaluations from each of the multiple users who have

rated said visited resources; and

the step of incorporating said collected ratings further comprises
modifying said calculation of said search engine relevancy for said visited
resources particular query based on said set of evaluations.

4. The method of claim 3, further comprising the step of:

providing, to a user, a means for creating multiple profiles consisting of various
demographic and psychographic data, the user is any one of the multiple users;

creating, by the user, said multiple profiles;

providing, to the user, a means of selecting one profile from said multiple
profiles; and,

selecting, by a user, said one profile prior to submitting the particular query.

5. The method of claim 4, said one profile comprises data for personal related
searches.

6. The method of claim 4, said one profile comprises data for business related
searches.

7. The method of claim 4, further comprising the step of:

combining said set of evaluations from multiple users with said selected profiles
of the multiple users so that the relevancy rating system is further refined.

8. The method of claim 4, further comprising the step of modifying said multiple
profiles for the purpose of updating information in said profiles.

9. The method of claim 8, said modifying step further comprises deleting said multiple
profiles for the purpose of removing a user.

10. The method of claim 4, further comprising the step of modifying said one profile for
the purpose of updating information in said profile.

11. The method of claim 10, said modifying step further comprises deleting said one

profile for the purpose of removing one of a user's multiple profiles.

12. The method of claim 8, further comprising the step of recalculating, by said search engine, the relevancy of the resource in response to said modifying said multiple profiles.

13. The method of claim 9, further comprising the step of calculating, by said search engine, a new relevancy of the resource in response to said deleting said multiple profiles.

14. The method of claim 10, further comprising the step of recalculating, by said search engine, the relevancy of the resource in response to said modifying said one profile.

15. The method of claim 9, further comprising the step of calculating, by said search engine, a new relevancy of the resource in response to said deleting said one profile.

16. The method of claim 3, further comprising the step of implementing anti-spamming measures to prevent rogue said feedback from adversely affecting said search engine relevancy rating system.

17. The method of claim 3, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

providing a web browser modified to accept user evaluations; and
transmitting gathered evaluations to said search engine.

18. The method of claim 3, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

providing a first web form on the search engine home page;
providing a second web form on the search engine results page; and
transmitting to said search engine, via said first web form and via said second web form, said gathered evaluations.

19. An apparatus for refining the calculation of relevance of a resource on an internet, based on a query for relevant resources, through the use of user ratings, comprising:

a means for obtaining a particular query, the particular query obtained from a user;

a means for calculating the relevancy of a resource based on a the particular query, said calculating is based on traditional calculation methods;

a means for rating said calculation of relevancy of the resource;

a means for collecting said ratings from the multiple users; and

a means for incorporating said collected ratings into the calculation of relevancy of the resource so that said traditional calculation methods are refined and more accurate.

20. The apparatus of claim 19, further comprising:

a means for creating multiple profiles per user and a means for incorporating said multiple profiles per user into said calculation of relevance of the resource.

21. The apparatus of claim 19,

said means for calculating the relevancy of a resources further comprises

a means for providing an internet search engine to the multiple users, with said search engine performing said calculating of relevancy;

a means for formulating query result list of proposed resources to visit in response to the particular query, said search engine calculated relevancy is used for formulating said query result list;

said means for rating the relevancy of a resource further comprises

a means for supplying said query result list to the multiple users;

a means for prompting each of the multiple users to visit resources on said query result list and rate the resources visited in response to the particular query;

said means for collecting said ratings further comprises

a means for gathering a set of evaluations from each of the multiple users

who have rated said visited resources; and

said means for incorporating said collected ratings further comprises

a means for modifying said calculation of said search engine relevancy for said visited resources particular query based on said set of evaluations.

22. The apparatus of claim 21, further comprising:

a means for creating multiple profiles consisting of various demographic and psychographic data, the user being one of the multiple users; and,

a means for selecting said one profile prior to submitting the particular query.

23. The apparatus of claim 22, said one profile comprises data for personal related searches.

24. The apparatus of claim 22, said one profile comprises data for business related searches.

25. The apparatus of claim 22, further comprising:

a means for combining said set of evaluations from multiple users with said selected profiles of the multiple users so that the relevancy rating system is further refined.

26. The apparatus of claim 22, further comprising a means for modifying said multiple profiles for the purpose of updating information in said profiles.

27. The apparatus of claim 26, said means for modifying further comprises a means for deleting said multiple profiles for the purpose of removing a user.

28. The apparatus of claim 22, further comprising a means for modifying said one profile for the purpose of updating information in said profile.

29. The apparatus of claim 28, said means for modifying further comprises a means for deleting said one profile for the purpose of removing one of a user's multiple profiles.

30. The apparatus of claim 26, further comprising a means for recalculating, by said search engine, the relevancy of the resource in response to said modifying said multiple profiles.

31. The apparatus of claim 27, further comprising a means for calculating a new relevancy of the resource in response to said deleting said multiple profiles.

32. The apparatus of claim 28, further comprising a means for recalculating the relevancy of the resource in response to said modifying said one profile.

33. The apparatus of claim 27, further comprising a means for calculating a new relevancy of the resource in response to said deleting said one profile.

34. The apparatus of claim 21, further comprising a means for implementing anti-spamming measures to prevent rogue said feedback from adversely affecting said search engine relevancy rating system.

35. The apparatus of claim 21, said means for gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

a means for providing a web browser modified to accept user evaluations; and

a means for transmitting gathered evaluations to said search engine.

36. The apparatus of claim 21, said means for gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

a means for providing a first web form on the search engine home page;

a means for providing a second web form on the search engine results page; and

a means for transmitting to said search engine said gathered evaluations.

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